



# Melissa Williams appointed as the new Chair of Numeris and NLogic

## FOR IMMEDIATE RELEASE

**Toronto, September 10, 2025** – Numeris and NLogic are pleased to announce the appointment of Melissa Willams as the new Chair of the Board of Directors, marking a pivotal moment in the organizations’ shared commitment to advancing media audience measurement solutions and fostering deeper collaboration across the Canadian media ecosystem.

This leadership transition signals a strategic focus as Numeris and NLogic intensify efforts to unite agencies, broadcasters, publishers, and advertisers around a common vision: building a more agile, transparent, and future-ready measurement framework. With Melissa Willams at the helm, the organizations aim to accelerate the adoption of transformative initiatives such as National VAM, the industry’s first Cross-Platform Video Audience Measurement solution built on standardized metrics and passive measurement, along with the upcoming launch of Enhanced TAM, a hybrid measurement solution offering increased stability and greater clarity across linear TV viewing.

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“As the media landscape continues to evolve, our industry needs a unified and transparent approach to measurement that reflects the realities of Canadian audiences today and in the future” said Alicia Olson-Keating, President & CEO of Numeris and NLogic. “The appointment of Melissa as Board Chair reinforces our commitment to innovation, collaboration, and delivering actionable insights that empower stakeholders.”

Melissa Willams brings a wealth of experience in media, technology, and strategic leadership, and is uniquely positioned to support Numeris and NLogic through this next chapter. She has been a strong member of the Boards for 6 years. Her role is instrumental to support leadership in driving change, fostering industry alignment, and championing the development and adoption of new and innovative solutions. In addition to its video measurement advancements, Numeris continues to prioritize strategic developments in the audio media landscape, investing in enhanced methodologies and tools that measure the dynamic ways Canadians engage with audio content, from broadcast radio to streaming and podcasts.

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“This is a critical time for our industry,” said Melissa Williams, incoming Board Chair. “I’m really pleased to take on this role and work alongside our partners to build a collaborative and forward-thinking media audience ecosystem. Together, we can unlock new opportunities for growth, transparency, and trust.”

### About Numeris

Numeris is a leading audience data company curating data and insights that makes sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws, Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption. As a not-for-profit Joint Industry Committee (JIC), and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards. [www.numeris.ca](http://www.numeris.ca)

### About NLogic

Numeris is a leading audience data company curating data and insights that makes sense of media NLogic, a subsidiary of Numeris, is Canada’s leading provider of TV, radio and cross-platform audience and advertising data solutions. With decades of experience, they help organizations leverage data to drive more effective advertising and marketing strategies. NLogic provides a suite of software products, audience data, and insights that empower their clients to succeed in the rapidly evolving media landscape. [www.nlogic.ca](http://www.nlogic.ca)

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